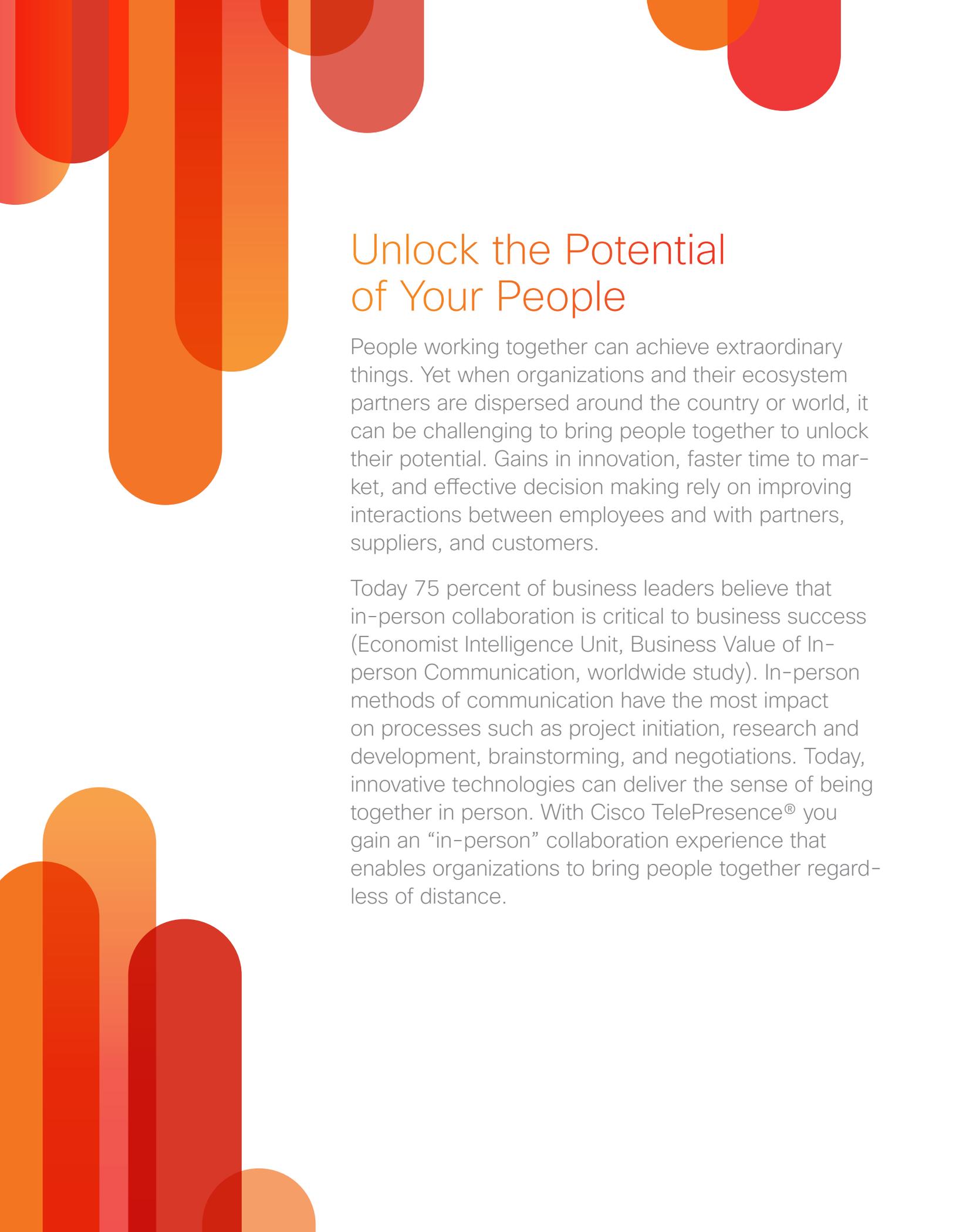




Cisco TelePresence

Use Telepresence to Improve Five Essential Areas of Your Organization





Unlock the Potential of Your People

People working together can achieve extraordinary things. Yet when organizations and their ecosystem partners are dispersed around the country or world, it can be challenging to bring people together to unlock their potential. Gains in innovation, faster time to market, and effective decision making rely on improving interactions between employees and with partners, suppliers, and customers.

Today 75 percent of business leaders believe that in-person collaboration is critical to business success (Economist Intelligence Unit, Business Value of In-person Communication, worldwide study). In-person methods of communication have the most impact on processes such as project initiation, research and development, brainstorming, and negotiations. Today, innovative technologies can deliver the sense of being together in person. With Cisco TelePresence® you gain an “in-person” collaboration experience that enables organizations to bring people together regardless of distance.

Cisco TelePresence

Cisco TelePresence is an innovative video communications solution that provides an ‘in-person’ experience, bringing people together at critical moments in projects, decisions, and customer engagements – driving profitable growth, new ways of working and empowering organizations everywhere. Cisco offers a complete portfolio for everyone – delivering the widest range of experiences possible from immersive to room, personal, mobile and industry solutions. Our experiences are built on uncompromised HD quality, an intuitive user interface and inspired design across the portfolio. And everything we do is built upon an architecture for growth, making sure your solution grows as you do, protecting your investments and scaling your video community and capabilities like no other. Cisco TelePresence puts the extraordinary within reach.

“The Cisco TelePresence solution is yet another step in BBVA’s innovation dynamic. This new communication channel fosters relations between, and the integration of, the Group’s professionals as befits a global company. In addition, we have already found that it enables people to work more quickly and efficiently, in accordance with our aim of improving productivity.”

Manuel Castro
Innovation and Development Manager
Grupo BBVA



Enhancing In-Person Collaboration

“Cisco TelePresence is a selling feature. We can show the client our collaboration will be effective. Until customers see [Cisco] TelePresence in action, they just don’t believe someone can talk on the phone, look at a drawing, and get what the tool can do. Customers want to be able to talk about issues live and in real time.”

Terri Robinson
Senior Vice President, Marketing
and Business Development
HOK Canada

You can connect executives and teams across the organization and with partners, suppliers, and customers using Cisco TelePresence. Enabling people to work together in real time, regardless of geographic location, accelerates decision making while saving time and improving working relationships.

1. Cisco TelePresence Personalized Sales

Building customer relationships and managing customer success teams requires constant coordination. Cisco TelePresence facilitates in-person meetings with customers and partners, making it easier to clarify objectives, overcome obstacles, and build trust. Managers can strengthen team unity while simplifying workforce management across geographies.

Enhance Customer Intimacy

According to the Economist study, 53 percent of business leaders agree that video enables richer, more productive relationships with colleagues, clients, and suppliers. Independent analyst firm Forester found that cross sales increased from 1.4 products per customer to 2.5 products per customer when video was added to the interaction, compared with audio-only capabilities.

Video communication allows Kohn Pedersen Fox Associates, an international architectural firm, to have more meaningful interactions with remote clients. “Cisco TelePresence really enhances our dialogue and creates more personal relationships with people.” – James R. Brogan, AIA, Kohn Pedersen Fox Associates.



Expand Market Reach

You can rapidly expand into new geographic markets by using video to partner with external organizations, building trust and familiarity.

Forrester research found that interactions between subject-matter experts and a potential customer using audio and video convert to sales more than 90 percent of the time, whereas only 50 percent of audio-only interactions convert.

2. Cisco TelePresence Reduces Costs

Managing costs across global business units requires collaboration on budget parameters and revenue projections. Video communication can reduce collaboration costs while increasing information flow between finance teams.

Reduce Costs and Environmental Footprint

You can reduce the costs and greenhouse gas emissions associated with employee travel by meeting virtually. Cisco TelePresence also supports telecommuting initiatives, enabling organizations to reduce real estate costs. According to the research firm Aberdeen, telepresence technology could replace up to 70 percent of internal travel over the next 10 to 15 years, reducing corporate travel spending by 21 percent. The same study found that video collaboration saved an average of \$40,000 per project through time saved and optimized resource allocation.

Save Time

London's Great Ormond Street Hospital for Children enables its board of directors and multidisciplinary teams to meet over Cisco TelePresence conferences. Instead of traveling every month, board members can meet when needed.



“We did it in 3 hours, whereas previously we would have waited for 6 months until we could have a face-to-face meeting.”

Mike Yorwerth
Chief Architect
Tesco



3. Cisco TelePresence Accelerates Innovation

Product development usually involves teams as well as partners dispersed globally. Telepresence simplifies collaboration between teams to accelerate product development and reduce errors.

Improve Market Responsiveness

Research and development organizations that use video collaboration reduce time to market for new products by 16 percent, according to the Aberdeen study—a full 1.2-month advantage over competitors. Coraid, a developer of storage products, coordinates its product and sales teams to innovate and deliver new products using Cisco TelePresence.

“As a fast-growing company, we need to maintain a highly collaborative, connected culture,” says Yuri Kolesnikov, Coraid’s director of IT. “Video is especially important for our engineers, because they need to mimic in-person meetings where they can share drawings, presentations, and such.”

Accelerate Decisions

Many organizations find that Cisco TelePresence saves time for valuable executives while strengthening partnership synergy. The Aberdeen study found that video collaboration-enabled project time was reduced by 2 weeks. Chief Architect at Tesco Mike Yorwerth used Cisco TelePresence to organize a global executive brainstorming session that resulted in all participants agreeing on a global IT strategy.



4. Cisco TelePresence Optimizes Operations

Videoconferencing can help reduce operating costs while increasing productivity and operational excellence. Reducing communication delay accelerates decision making, a fact that was confirmed by the Aberdeen study, in which 45 percent of decision makers strongly agreed that video saves time.

In Georgia, state law requires a neurologist's approval before a stroke sufferer can be treated with tPA, a medication that can help a patient avoid major neurological damage if taken within the first 3 hours after experiencing a stroke. The Georgia Partnership for TeleHealth is using Cisco TelePresence to facilitate timely consults among treating physicians for rural patients.

Extend Knowledge with Video Capture and Share

Staff at the Moffitt Cancer Center and Research Institute Center can capture video using any device, including desktop PCs and Cisco TelePresence systems in conference rooms. Patients and staff can view the videos anytime, inside or outside the center, using the Cisco Show and Share® webcasting and video-sharing application for desktops, laptops, tablets, and smartphones.



“There’s a growing recognition that issues can be resolved faster by organizing a quick video call, rather than waiting for days or weeks to schedule in a face-to-face meeting. Video is speeding up our decision making and helping us to be more agile in reacting to situations as they develop.”

Al Good
*Information and Communications
Technology Manager*
Smiths Gore

“Cisco collaboration tools allow us to spark a conversation wherever we are in the world and collaborate the way humans are meant to, which is person-to-person.”

Nancy Crouch
Chief Information Officer
Wake Forest University

“We’re now able to talk to [our global offices] using video, instantly and effectively. Cisco TelePresence is a huge improvement...when people are up there onscreen, it’s absolutely clear they are part of the meeting. On the phone, people might get forgotten or go missing. It’s as interactive as a live meeting.”

Jap Jongedijk
Deputy Secretary of the
Philips Executive Committee
Royal Philips Electronics

5. Find Talent and Maximize Employee Satisfaction with Cisco TelePresence

Finding talent often requires extensive travel for your Human Resources (HR) team, as well as for prospective job candidates. Maximizing satisfaction of current employees often involves helping them balance work and family to reduce stress associated with business travel. Video helps HR staff personalize recruiting and interaction with employees by enabling them to gauge the workforce’s mindset more quickly and with a higher degree of accuracy.

Extend Recruiting Reach

Companies often have to fly job candidates to headquarters locations or rely on secondary HR to conduct interviews at candidates’ locations. Logistics problems can force an organization to limit the number of potential candidates interviewed and potentially miss the best person. One company uses Cisco TelePresence conferences to interview candidates who live far from corporate headquarters. HR staff who are most familiar with the job requirements—regardless of their locations—can conduct interviews at local offices. Cisco TelePresence enriches the interview experience and helps to identify the best candidates quickly while reducing travel time and cost.

Maximize Employee Potential

In-person communication and collaboration encourages people to share their experiences, perspectives, and knowledge. According to the Aberdeen study, 77 percent of respondents say that collaboration technologies accelerate people’s ability to access knowledge. Cisco TelePresence provides the face-to-face communication that humans need to work together productively. You can give employees the opportunity to collaborate more efficiently and work more effectively from home, improving productivity and helping employees find the right work-life balance. Less-stressed employees tend to have higher company loyalty, so your business can gain continuity and retain strong talent. Video collaboration also helps build a sense of community in an organization.

Learn More Today

For more information about Cisco TelePresence, please visit www.cisco.com/web/telepresence.



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